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16 MM SILENT FILM (Black and White)

(Running time approximately 25 minutes)

"TIPS ON HOW TO IMPROVE HANDLING OF FROZEN FOODS

IN RETAIL FOOD STORES"

Prepared by

Wholesaling & Retailing Section, AMS
In cooperation with
Federal Extension Service, USDA

"This film was prepared as an instructional film and not for showing to the general public."

THE FIRST STEP

Make one man responsible for frozen food
Responsibility creates interest
Interest creates a good worker

TEACH HIM

WHAT to do

WHEN to do it

HOW to do it



"CONVENTIONAL PRICING METHODS REQUIRE EXTRA
HANDLING OF THE STAMP"

These are the conventional methods used in most stores today. The box is opened, a stamp is obtained and adjusted, the top layer is priced, the stamp put down and these top packages placed in the display usually by passing them one at a time from one hand to the other. Then the stamp is picked up to price the second layer and so forth.

Many canned items are also handled this way although frost on the top layer is a more serious problem.

"THE SPLIT CARTON METHOD ALLOWS ALL THE PACKAGES
TO BE PRICED AT ONE TIME ON FROST-FREE ENDS"

This shows the method of splitting the carton without cutting the packages. One flap is pulled up and the inner flap held with one hand while the other hand cuts the case. This way the cardboard is pulled away from the packages. The carton is turned and the other end cut. The carton is broken over the rail of the display case or cart edge and then the ends

priced. Most operators found it is easier to work in the case. The particular advantage of this system was that packages not against the outside of the carton were usually free of frost.

"THE SLOPE BOARD METHOD PRICES THE PACKAGES
ON THE FACE BUT IS NOT AS FAST"

This was a backroom pricing method worked out to allow face pricing even though it was not found necessary, some merchandisers preferred it.

Three sides of the carton top were cut at the lid and two corners. The carton was then bounced against a 45° sloped board which was fastened to the work table. This shifted the packages in the carton to clear the upper right hand corner of each package. Operators usually checked the carton to be sure of the direction the packages were facing. The top layer and right hand side packages were priced first and the right hand side was shifted with the left hand to expose the tops of the packages on the left side of the carton.

"SOME CARTONS HAVE NO FROST-FREE SURFACES. THE
FROST MUST BE WIPED OFF TO GET CLEAR PRICE MARKS"

The most common item of this kind is slower moving 6 ounce juices. This operator is using his thumb to remove the frost. Cleaning fluids and other chemicals were also used to cut this ice. Dry rags were not too good. They often stuck to the cans.

"BACKROOM PRICING HAS SEVERAL ADVANTAGES"

1. YOU SPEND LESS TIME IN FRONT OF THE CASES.
2. YOU "BEAT" THE FROST.
3. YOU CAN HAVE A PROPER WORKPLACE AND CAN KEEP YOUR RECORDS AND EQUIPMENT IN ONE PLACE.
4. PRICES MUST BE TAKEN FROM THE BOOK LESS ERRORS RESULT.

Backroom pricing workplaces make the use of NCR stamp sets much easier as these are not easily portable. There is one extra handling of the case by this method; however, this was made up by the better working conditions.

"THREE STAMPS WERE TESTED"

1. A BAND TYPE STAMP WITH PAD
2. AN ADJUSTABLE SELF-INKING STAMP SET
3. A MULTI-IMPRESSION STAMP SET

The band stamp and pad not only required adjustment for each item but also extra motions in inking and two parts to carry. Even though this operator was highly skilled, he saved considerable time by using multi-impression stamps.

The self-inking adjustable stamp was easier to carry and required no motions to ink but was slow because of the spring action and necessity for a "square hit" to get a good price mark.

The multi-impression set required only about 30 stamps. It was important to use the split carton method and keep frozen food under refrigeration because free water on the package surfaces stopped the action in the ink. This stamp was by far the faster and gave the best impressions under all but the most improper handling methods.

"TIPS ON PRICE MARKING"

1. USE A GOOD STAMP SET
2. PRICE THE WHOLE CARTON AT ONCE
3. PRICE THE FROST FREE INSIDE EDGES OF THE PACKAGES
4. PRICE QUICKLY
5. WIPE OFF THE FROST, IF NECESSARY, TO GET CLEAR IMPRESSIONS
6. PRICE MARK IN THE BACKROOM

"DISPLAYS OF LESS THAN ONE HALF ROW ARE HARD TO STOCK AND ARE NOT EFFECTIVE FOR SELLING"

Even in modern cases, less than $\frac{1}{2}$ row tends to get covered by other items and "gets lost" sometimes even to the man doing the display. In these scenes the item which is picked up was not visible to the customer. Small quantities on display also resulted in handling individual packages rather than cartons which require extra handling."

"FACE PACKAGES TO THE FRONT"

Sideways displays are hard to handle and even harder to see.

"CASES WITHOUT DIVIDERS OR WITH CONVENTIONAL DIVIDERS ARE OFTEN HARD TO STOCK"

The lips of cans tend to ride over the lower rows which makes displaying difficult with jamming and spilling. This is also true of paste board packages.

"IF IT'S HARD TO STOCK, IT'S DIFFICULT FOR THE CUSTOMER TO GET"
(KEEP SOME SLACK IN THE CASE)

The customer, too, has to dig in the case to get the merchandise. Tight overhanding displays do not help sales.

"SPECIAL SOLID DIVIDERS DEVELOPED TO GO BETWEEN EACH ROW OF MERCHANDISE IMPROVE THE DISPLAYS"

1. THEY KEEP THE CASES NEAT
2. MAKE STOCKING EASY
3. SIMPLIFY ROTATION
4. MAKE IT EASY FOR THE CUSTOMER TO GET THE ITEM

These dividers were made of two materials, enameled fiber board and fiber glass. Paste board is used but tends to deteriorate rapidly.

The most important point is to keep these dividers several inches below the fill line so as not to obstruct the customer's view of the merchandise length wise of the case when displays are low.

"ROTATION IS EASY"

Merchandise was pulled to the front and stocked to the rear. Cans were allowed to find their own levels in the case. This made removal by the customer easier.

"GOOD STOCKING METHODS PAY"

The cartons were placed directly in the displays and packages or cans transferred from the carton to the other hand 2 or 3 at a time. This helped keep packages faced properly and required the least motions.

"CARTONS PRICED WITH THE SLOPE BOARD"

Cartons priced with the slope board are held in the display case by folding the flap over the rail and holding it with the hip. Display of packages was even easier with this method of pricing. Cartons were easier to collapse also.

"KEEP DISPLAYS BELOW THE FILL LINE"

One of the most common errors was overloading of displays to prevent handling part cartons.

The split carton method helped prevent this because half cartons could be returned to the freezers.

"DUMP DISPLAYS SAVE TIME. THEY ARE ESPECIALLY
EFFECTIVE IN OLDER CASES"

While dumping requires more frequent filling, the time saved is considerable. About one-third of the effective space is lost. Three rows in conventional cases is the minimum that should be allotted for a dump display. Dumped items are easier for customers to pick up. Some operators keep one of these older cases just for dump displays.

"TIPS ON DISPLAYING"

1. USE DUMP DISPLAYS WHERE POSSIBLE.
2. KEEP DISPLAYS OF ONE HALF ROW OR MORE PER ITEM.
3. KEEP PACKAGES FACING THE FRONT.
4. DON'T STOCK TOO TIGHT.
5. USE DIVIDERS.
6. ROTATE.
7. KEEP YOUR CART AWAY FROM THE FRONT OF THE CASES.
8. DON'T BACKTRACK - SERVICE AS YOU GO.

9. GET THE CARTON CLOSE.
10. USE BOTH HANDS EFFECTIVELY.
11. KEEP BELOW THE FILL LINE.

"CHECK THE CASE AT LEAST TWICE A DAY"

This is a necessary part of keeping an orderly neat case.

"MAKE A LIST OF NEEDS AS YOU CHECK"

When these checks of the case are made as many jobs should be combined as possible to save steps. Cases should be policed and straightened, list of needs prepared and cleaning done as necessary.

"STRAIGHTEN AS YOU CHECK"

"KEEP THE CASES CLEAN"

"TIPS ON THE CARE OF DISPLAY CASES"

1. CHECK THE CASES AT LEAST TWICE A DAY.
2. PLAN TO HANDLE ONLY FULL OR HALF CARTONS.
3. MAKE A LIST AS YOU CHECK THE CASES.
4. STRAIGHTEN THE CASES AS YOU CHECK.
5. WATCH FOR DAMAGED PACKAGES AND REMOVE THEM.
6. KEEP PRICE SIGNS CLEAN AND UP TO DATE.
7. KEEP THE CASES CLEAN AND FREE OF ICE.

"NOTE THE DIFFERENCES IN THESE TWO OPERATORS"

"THE CARTONS IN THIS FREEZER WERE IN NO PARTICULAR ORDER"

First, this boy left his cart far from the freezer. Secondly, he has to hunt and dig for each item even though the freezer is not full.

"THIS OPERATOR KEPT AN ORDERLY FREEZER AND
USED GOOD METHODS"

This boy keeps his cart close and knows where each item is. He also avoids staying in the chilled air too long.

"KEEP LIKE ITEMS TOGETHER WITH THE LABELS VISIBLE"
(CHALK ON CODE NUMBERS IF NECESSARY)

"DON'T COLLECT ICE"

Ice retards refrigeration and damages merchandise.

"DON'T COLLECT ANTIQUES IN YOUR FREEZER!"

In every freezer you will usually find some average-forgotten merchandise. Old frozen food gets discolored and unsalable. Proper inventory control prevents this.

"TIPS ON HANDLING IN FREEZERS"

1. SEGREGATE THE MERCHANDISE AS YOU PUT IT AWAY.
2. KEEP THE LABELS VISIBLE.
3. PUSH YOUR CART INTO THE FREEZER.
4. LOAD THE CART IN THE SAME ORDER AS YOU WILL DISPLAY IT.
5. KEEP YOUR FREEZER CLEAN AND FREE OF ICE.
6. DON'T COLLECT ANTIQUES IN YOUR FREEZER.

Load in the same order you will display is particularly important to save travel at the displays.

"BE READY FOR THE LOAD"

The frozen food truck driver's time was found to be divided into about 3 parts. One-third to unload, one-third waiting for the clerk to check the order and one-third delay waiting for the clerk to open the door. Delivery times were scheduled and the clerk receiving frozen food got his carts ready before the driver arrived.

"UNLOAD AND STORE THE ORDER QUICKLY"

"STACK CARTONS TIGHTLY TOGETHER"

This prevents heat penetration and keeps the temperature low much longer than if cartons are stacked loose. It helps prevent frost in pricing.

"TIPS ON RECEIVING"

1. BE READY FOR THE LOAD.
2. SEGREGATE ANY ITEMS THAT CAN GO DIRECTLY INTO THE CASE.
3. STACK THE CARTONS CLOSELY TOGETHER ON CARTS.
4. UNLOAD QUICKLY AND GET THE TRUCK DOORS CLOSED.
5. GET IT BACK UNDER REFRIGERATION.

Items were segregated so that merchandise that would go up right away did not have to be rehandled.

"THE USE OF THE BETTER METHOD SHOWN IN THIS FILM
RESULTS IN A TOTAL HANDLING TIME
OF APPROXIMATELY 3 MINUTES PER CARTON"

"THESE 20 CARTONS PER HOUR OR 200 CARTONS FOR 10 HOURS
FOR AN AVERAGE WORKER. HOW DO YOUR STORES COMPARE?"

At today's prices this is over \$100 per man-hour for frozen food labor.

More complete information may be found in MRR No. 104, "Improved Handling of Frozen Foods in Retail Stores." For sale by Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price 20¢

"THE END"



